



## **Outreach Representative**

Full Time / Salary / Exempt

### **WORK SCHEDULE**

Varies: Monday through Friday 8:00 am to 5:00 pm, evening and/or weekend hours sometimes apply

### **WORK SITE**

Onsite Bethany

### **REPORTS TO**

Vice President of PGS Enrollment, Marketing and Student Services

### **DEPARTMENT**

Professional and Graduate Studies

### **EFFECTIVE DATE**

7/1/2022

### **JOB SUMMARY**

The Outreach Representative works with the Professional and Graduate Studies Enrollment, Marketing and Student Services (EMASS) team to generate leads in the field. This role will establish and develop recruitment contacts and relationships with organizations throughout the SNU footprint. These relationships are specifically to develop potential student (leads) for SNU PGS.

NOTE: Office space provided in Bethany, OK. Travel required multiple days per week. Occasional evening and weekend travel to events required.

### **RESPONSIBILITIES**

#### **Essential Functions:**

- Schedule at minimum an average of 3 events per week to generate leads
  - An event qualifies as an opportunity to generate leads by setting up a recruitment table, having an information meeting, or a 1 on 1 appointment.
- Hit goals set by leadership team (# leads per week, # apps per week, # starts per month)



- Coordinate with EMASS, VPAA of PGS and Program directors to maximize marketing efforts.
- Develop relationships with organizations' influencers and decision makers and establish SNU as a major provider of education programs to their associates.
- By working with each organization's influencers and decision makers to develop a custom recruitment strategy that will effectively communicate to their associates what SNU provides and carry out all recruitment activities.
- Work with marketing to develop a communication plan that may include pre and post event nurturing efforts, initial outreach and follow up
- Coordinate recruitment events and register for, attend, and maintain exhibit space at education, benefit, career, transfer, et.al. fairs and conferences.
- Plan and conduct onsite and virtual presentations and information meetings.
- Collect prospective student contact information and details and submit them in a timely manner through SNU's systematic process so ECs may facilitate their enrollment.
- Investigate and develop relationships for lead generations focusing on organizations offering employee tuition assistance program (TAP);
- Assist marketing team in developing material for recruiting and lead generation;
- Edit and proofread marketing documents, letters, presentations, etc. that are outreach/event focused;
- Additional duties as assigned

#### **Required Qualifications:**

- Southern Nazarene University is an expression of the Church of the Nazarene. According to SNU policy, all faculty and staff must possess a strong personal Christian commitment and be committed to the SNU mission to make Christlike disciples through higher education in a Christ centered community.
- An understanding of the importance for diversity, inclusion and equity.
- Work with a sense of urgency and meet quantitative goals.
- Bachelor's degree and minimum of two (2) years of experience in sales, marketing, college recruitment, and/or public relations.
- Excellent driving record.
- Working experience in word processing, spreadsheets, email, internet, etc.
- Superior communication skills (spoken, written, group, and individual.)
- Excellent organization ability, superior interpersonal skills, detail oriented, and the ability to multi-task.
- Ability to travel for event participation and site engagement.
- Ability to work independently and very self-sufficient.
- Commitment to ethical, professional conduct.
- Relates well to working professionals.

#### **Preferred Qualifications:**

- Master's degree in communication, business, education or a related field.



- Experience in business relationship development and building.
- Experience in adult higher education is preferred.

**Supervision Received:**

Receives supervision and work assignments from Vice President for Enrollment, Marketing and Student Services, although other staff members in the unit may provide work direction.

**Supervision Exercised:**

None.

Apply Online for this position at <https://snu.edu/employment/>

**BENEFITS**

Generous benefit structure including family health insurance plan (shared cost), long term disability, dental insurance, group life insurance, retirement matching, tuition remission, vacation, sick leave, personal days, and holidays.

**Updated: August 17, 2020**

**SOUTHERN NAZARENE UNIVERSITY  
DIVERSITY STATEMENT**

Southern Nazarene University values each person created in the image of God, therefore, we also desire to be a community that reflects representation of diversity. We care about inclusion and equity through the refining of our character, the way we create culture and the way we serve Christ. Our University values reconciliation through God's love.

**SOUTHERN NAZARENE UNIVERSITY  
NON-DISCRIMINATION/EQUAL EMPLOYMENT OPPORTUNITY STATEMENT**

Non-Discrimination/Equal Employment Opportunity Statement: Southern Nazarene University policy prohibits discrimination on the basis of race, sex, age, color, creed, national or ethnic origin, marital status, disability, genetic information, veterans status or any other legally protected class in the recruitment and admission of students, in all personnel actions or decisions including, but not necessarily limited to, recruitment, hiring, training, upgrading, promotion, demotion, termination and salary, and in the operation of all university programs, activities, and services. Any concerns regarding discrimination on the basis of categories listed above should be addressed to the appropriate person:

**Students contact:**

Dean of Students  
Southern Nazarene University  
Office of Student Life  
6612 NW 42nd St.  
Webster Commons, Lower Level Suite 110A



Bethany, OK 73008  
405-491-6336/ Email: [kbradley@snu.edu](mailto:kbradley@snu.edu)

**Employees contact:**

Director of Human Resources (or immediate supervisor)  
Southern Nazarene University  
6729 NW Expressway  
Bresee Hall, Room 306  
Bethany, OK 73008  
405-491-6333/ Email: [gcollier@snu.edu](mailto:gcollier@snu.edu)

**Chief Diversity Officer**

Vice-President for Intercultural Learning and Engagement  
Southern Nazarene University  
6729 NW 39th Expressway  
Bresee Suite 200  
Bethany, OK 73008  
405-491-6600/ Email: [lcrouso@mail.snu.edu](mailto:lcrouso@mail.snu.edu)

Anyone with questions or concerns regarding sex discrimination or the university's compliance with Title IX can contact the university's Title IX Coordinator:

**Executive Vice President**

Southern Nazarene University  
6729 NW Expressway  
Bresee Suite 202  
Bethany, OK 73008  
[405-491-6306](tel:405-491-6306)/ Email: [mredwine@snu.edu](mailto:mredwine@snu.edu)

**TITLE IX DISCLOSURE**

Regardless of other language in this policy notwithstanding, Sexual Harassment (including Sexual Assault, Domestic Violence, Dating Violence, and Stalking), as defined in the Sexual Harassment Policy, will be governed exclusively by the Sexual Harassment Policy and processes provided in it. All other forms of sex-based discrimination are governed by this policy, including sex-based Harassment, as defined in this policy, that does not rise to the level of Sexual Harassment as defined in the Sexual Harassment Policy.

Conduct that is initially raised through a formal complaint under the Sexual Harassment Policy may also be addressed under this policy, in the institution's discretion, when: (i) the conduct, or some part of it, may amount to a violation of this policy regardless of whether it meets the definition of Sexual Harassment under the Sexual Harassment Policy; (ii) the formal complaint, or some part of it, has been dismissed under the Sexual Harassment Policy; or (iii) a final determination of a formal complaint has been made under the Sexual Harassment Policy and separate or additional action may be necessary to enforce this policy.

Discrimination is material, adverse treatment of an individual based on a protected category.



Harassment consists of unwelcome conduct on the basis of a Protected Category that explicitly or implicitly affects an individual's employment, unreasonably interferes with an individual's work performance, or creates an intimidating, hostile, or offensive work environment.

A person's subjective belief that behavior is intimidating, hostile, or offensive does not make that behavior harassment. The behavior must create a hostile environment from both a subjective and objective perspective and must be so severe, persistent, or pervasive that it unreasonably interferes with, limits, or deprives a member of the community of the ability to participate in or to receive benefits, services, or opportunities from the university's education or employment programs and/or activities. In determining whether a hostile environment exists, the university examines the context, nature, scope, frequency, duration, and location of incidents, as well as the relationships of the persons involved.

- Non-sex-based VAWA crimes.

Note that, when addressing domestic violence, dating violence, and stalking that are not sex-based (i.e., that are not covered by the university's revised Sexual Harassment policy), the university will need to provide VAWA protections to the parties.

Under Title IX of the Education Amendments of 1972, Southern Nazarene University prohibits all unlawful discrimination on the basis of sex or gender in its educational programs and activities, except where the University has been granted exemptions from certain Title IX regulations on religious grounds, including the specific religious tenet of the University.

No individual will be subject to any form of retaliation, discipline, or other adverse action for reporting conduct in violation of the university's nondiscrimination/Equal Employment Opportunity Statement, assisting/cooperating in making a complaint, or assisting with the investigation of a complaint. Any individual who believes they have experienced or witnessed retaliation should immediately notify the appropriate member(s) of the administration as identified above. Those found to be engaging in any type of discrimination in violation of law or university policy will be subject to disciplinary action, up to and including dismissal or termination of employment.

\*Christian faith and employment at Southern Nazarene University: Southern Nazarene University is an expression of the Church of the Nazarene. It reserves the right to prefer employees on the basis of religion (Title VII, Section 702-703, U.S. Civil Rights Act of 1964).